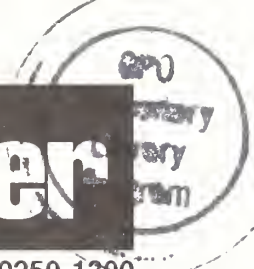


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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2679

September 16, 1994

PATHOGEN REDUCTION IN MEAT INSPECTION --Agriculture Secretary Mike Espy and U.S. Senator Tom Daschle unveiled legislation September 14 that would significantly reform and improve the meat and poultry inspection systems by mandating microbial testing and setting levels of pathogens that constitute a threat to public health. The proposed legislation, the Pathogen Reduction Act, will target the harmful bacteria or pathogens, like E.coli O157:H7 and Salmonella, that are responsible for thousands of deaths and illnesses annually. Agriculture Secretary Mike Espy said, "this legislation would build into our nation's food safety laws the commitment we are making at the Department of Agriculture to target microbial pathogens in meat and poultry products and to take serious steps to reduce the risk of foodborne illness." The proposed Pathogen Reduction Act is the latest in a series of food safety and public health initiatives. **Contact: Mary Dixon (202) 720-4623.**

USDA/AMERICORPS MEMBERS JOIN LAUNCH OF NATIONAL SERVICE -- USDA inaugurated its AmeriCorps national service program--largest in the federal government--as part of ceremonies nationwide on September 12 to launch President Clinton's domestic Peace Corps. USDA/AmeriCorps members will join other AmeriCorps participants in sites across the country and at the White House to be sworn in. They will perform full-time service to meet environmental and human needs in return for an educational voucher that may be used for college or vocational school. Members in the 42 urban and rural programs to be run by USDA will be part of anti-hunger, public lands and environment, and rural development teams in 32 states. **Contact: Joel Berg (202) 720-6350.**

USDA AND STATE AGRICULTURE OFFICIALS PROMOTE NEW USES FOR AG PRODUCTS - Agriculture Secretary Mike Espy announced September 13 an expanded national approach to benefit farm income, bring new jobs to rural communities and expand alternative markets for agricultural products through an agreement between USDA and the National Association of the State Departments of Agriculture (NASDA). Under the agreement, USDA's Alternative Agricultural Research and Commercialization Center (AARC) and NASDA will design and create a national program to educate the public and NASDA leaders in all 50 states on the benefits of commercializing new industrial uses from agricultural materials. Each state will have representatives who can help entrepreneurs develop and market their new use. **Contact: Jim Brownlee (202) 720-2091.**

USDA PROVIDES EWP FUNDS FOR COLORADO FOREST FIRES -- USDA is providing \$324,000 in Emergency Watershed Protection (EWP) funds to assist in the recovery of three Colorado counties struck by this summer's forest fires. USDA's Soil Conservation Service administers the EWP program. Funded EWP activities will include building structures for debris and sediment collection and for seeding. **Contact: Brad Fisher (202) 720-4024.**

TICK FEEDING CHAMBER ADVANCES -- USDA's Agricultural Research Service entomologists David Stiller and Michael Coan are the first scientists to use a tick feeding chamber in conjunction with genetic probes to study *Anaplasma* and *Babesia* blood parasites that ticks transmit to cattle. ARS entomologists report that the new tick feeding chamber mimics the skin of a cow, tricking the finicky ticks into feeding as they do on animals. The tick feeding chamber was developed by Kenyan scientist Samuel Waladde. **Contact: Kathryn Barry Stelljes (510) 559-6069.**

USDA PROTECTS 24 NEW PLANT VARIETIES -- USDA has issued certificates of protection to developers of 24 new varieties of seed-reproduced plants including alfalfa, barley, corn, tall fescue, meadowfoam, soybean, vinca and wheat. Kenneth H. Evans, commissioner of the Plant Variety Protection Office in USDA's Agricultural Marketing Service, said developers of the new varieties will have the exclusive right to reproduce, sell, import and export their products in the United States for 18 years. **Contact: Alicia Ford (202) 720-8998.**

USDA PROPOSES TO IMPORT TRUE POTATO SEED -- USDA is asking the public for comments on its proposal to allow, under certain conditions, the importation of true potato seed from Chile. The potato seed would have to originate from certified virus-free parent material, be produced under the supervision of Chilean plant protection authorities, and be tested for seedborne viruses prior to being offered for entry into the U.S. Comments will be considered if received on or before October 11. **Contact: Ed Curlett (301) 436-3256.**

REFERENDUM ON WATERMELON RESEARCH AND PROMOTION PLAN ANNOUNCED -- USDA is announcing a referendum on the Watermelon Research and Promotion Plan. The referendum is scheduled for Nov. 1 through Nov. 30. Known eligible producers, handlers and importers will receive ballots by mail. Administrator for USDA's Agricultural Marketing Service says, eligible voters will consider the elimination of assessment refunds, assessments on watermelon imports and the inclusion of importer members on the National Watermelon Board. **Contact: Gil High (202) 720-8998.**

FINAL RULE TO REMOVE PINK BOLLWORM QUARANTINE -- USDA made final an interim rule that removes several areas from the pink bollworm quarantine. B.Glen Lee, deputy administrator for plant protection and quarantine in USDA's Animal and Plant Health Inspection Service said the rule has been finalized because pink bollworm has been successfully eradicated from these areas, thanks to cooperating state departments of agriculture. Removed from the list of suppressive areas are Craighead, Cross, Greene, Monroe, Poinsett and St. Francis counties in Arkansas; Concordia Parish in Louisiana and Washington County in Mississippi. Louisiana and Mississippi have been removed from the list of states quarantined because of pink bollworm. **Contact: Ed Curlett (301) 436-3256.**

FAX -- You can obtain our radio and TV programming information and the **Broadcasters Letter** through your facsimile machine by calling USDA's AgNewsFax. Use the telephone connected to your FAX machine to call **(202) 690-3944**. At voice prompts press **1**, press **4**, then to receive **Broadcasters Letter**, press **9200**; radio newslines information, press **9250**; TV contents billboard, press **9260**; TV scripts, press **9270**. After all your selections, then press **#**, press **3**, and press the start button on your FAX machine.

FROM OUR RADIO SERVICE

AGRICULTURE USA # 1946-- China is one of the world's fastest growing economies and could have a big effect on what crops we grow and sell in this country. Brenda Curtis talks with three top experts on China.

CONSUMER TIME # 1427-- A new food safety package proposed; lawn care for fall; research looks into blood clots and stroke; health insurance tips for seniors; National service program underway in a big way.

AGRITAPE FEATURES #1937-- Price prospects slightly better than first expected; farmers and the new meat inspection proposal; developing ideas for the Farm Bill; how widespread are Integrated Pest Management practices?; researchers working on mildew resistant melons.

UPCOMING ON USDA RADIO NEWSLINE. These are USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup. Thursday, September 22, livestock industry outlook, agricultural trade update; Friday, September 23, poultry situation; Tuesday, September 27, weekly weather and crop outlook; Wednesday, September 28, fruit outlook; Thursday, September 29, grain stocks, world tobacco situation; Friday, September 30, agriculture prices update, trout production.

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION SERVICE

FEATURES -- Patrick O'Leary reports on the EFNEP program, celebrating 25 years of food assistance for the needy.

ACTUALITIES -- Secretary of Agriculture Mike Espy speaks to the National Association of State Departments of Agriculture in New Orleans, La., and at a Capitol Hill news conference on pathogen reduction in meat inspection.

UPCOMING FEATURES -- Patrick O'Leary reports on the dairy barn of the future (5 part series).

SATELLITE COORDINATES FOR TV NEWSFEEDS:

*Galaxy 7, Transponder 9, Channel 9, Audio 6.2 or 6.8, Downlink frequency 3880 Mhz.
Available on Thursdays 3:45 - 4:00 p.m., EDT; Mondays 11:00 - 11:15 a.m., EDT.*

Comments and suggestions are welcome regarding USDA broadcast services.

Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.

OFF MIKE

WATER...too much, too little, too little appreciated...until we see the pictures of floods, of forest fires, of headlines about city water systems shut down for contamination...until we see what a few drops dripping from a truck in a Rwandan refugee camp can mean to life...until it comes home to us that it must be shared and conserved and managed very carefully for it is another precious and finite resource. This is the theme of World Food Day worldwide, and **Sharing Water: Farms, Cities and Ecosystems** will be the topic of the 11th annual World Food Day teleconference on **Friday, October 14**. Expert panelists **Jose Alfaro, Sandra Postel, Rita Schmidt Sudman, and Hans Wolter** will discuss these issues and respond to questions from sites. Moderator will be **Alex Chadwick**.

INTERNATIONAL COVERAGE...is planned by **AgDay** (South Bend, IN) in November of the World's Largest Equipment Show in Italy, reports **Larry Lyle**. This coverage will be carried by 152 stations who use the AgDay program five days a week. Some stations air the 30-minute program six days a week.

INNOVATION AND DIVERSIFICATION...may best describe an operation in southwest Kansas that produces ethanol and uses warm water generated for fish production and mash created for feedlot consumption. **Hap Larson** (KBUF, Garden City, KS) also reports that a local company that was manufacturing cattle handling equipment got interested in elephants and developed a large animal restraining device. Then came a request from a sheik, asking the company to develop a "camel holder" for use in doctoring camels.

NEWSLETTER SURVEY...is planned soon. We'd like know how well we're doing in providing useful information, telling you features that are available for broadcasters, or in sharing updates about the broadcast industry. If you have suggestions now, we'll take them, but we'll value your responses later to our upcoming survey.



LARRY A. QUINN, Director

Video, Teleconference and Radio Center



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